

## CLAIMS

What is claimed is:

1. A package and plurality of golf balls customized for an individual comprising:  
5           an enclosure formed of a material suitable for printing thereon; and  
            a plurality of golf balls disposed therein;  
            the enclosure comprising a top portion, a bottom portion, and a plurality of side  
portions joining the top and bottom portions, wherein at least one of the top, bottom, or  
side portions comprise an image of the individual's business card.  
10
2. The package and plurality of golf balls of claim 1, wherein the top and bottom portions  
are rectangular in shape and are oriented substantially parallel to each other.
3. The package and plurality of golf balls of claim 2, wherein the plurality of side portions  
15 comprises 4 side portions and the top and bottom portions are interconnected by the 4  
side portions.
4. The package and plurality of golf balls of claim 1, wherein the sides comprise indicia  
identifying the golf balls contained therein.  
20
5. The package and plurality of golf balls of claim 1, wherein the image is scanned,  
downloaded from a website, transferred by file transfer protocol, digitally-generated,  
optically-generated, or mechanically generated.
- 25 6. The package and plurality of golf balls of claim 1, wherein the image comprises a CMYK  
color system, a CMYKOG color system, a RGB color system, spot colors, PMS colors,  
or metallic colors.
7. The package and plurality of golf balls of claim 1, wherein the image is transferred to the  
30 first material prior to the first material being formed into the enclosure.

8. The package and plurality of golf balls of claim 1, wherein the image is transferred to the first material by pad-printing, digital printing, inkjet printing, dye-sublimation printing, silk-screening, or transfer printing.
- 5 9. The package and plurality of golf balls of claim 1, wherein the plurality of golf balls comprises 6 golf balls.
10. The package and plurality of golf balls of claim 1, wherein the image is a digital image.
- 10 11. The package and plurality of golf balls of claim 10, wherein the digital image comprises a .tif file, a .bmp file, a .jpg file, an .eps file, or a .pdf file.
12. The package and plurality of golf balls of claim 1, wherein the image is edited or color matched prior to transferring to the first material.

15